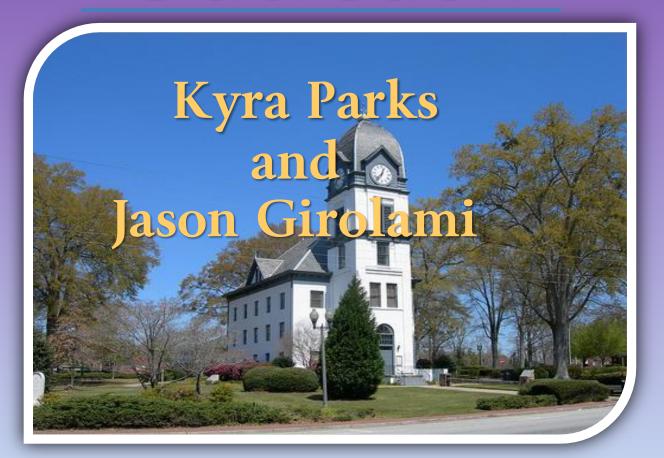
Rural Resident Outreach



Communicating With Rural Residents

- It is important for all citizens to be aware of what is going on within the county.
- Because many citizens that reside in rural areas of Fayette County may not receive the newspaper, the Board of Commissioners feel it is necessary to improve communication between the local government and the citizens.

E-newsletter

 To reach more citizens, the Board of Commissioners decided to start an email newsletter that is regularly sent out to subscribers.

Advertising The Email Newsletter

 To get the word out about the newsletter, the interns compiled a list of businesses and churches within Fayette County to distribute flyers to rural residents.



MAYBE IT'S ABOUT TIME YOU FOUND OUT! Why didn't homeowners in rural Fayette County know any-Subscribe to our Email thing about the new Stormwater Utility? "We don't get the local newspapers delivered to our homes, Go so how do we find out what's happening in our community?" Privacy by SafeSubscribes For Email Marketing you can trust A great way to stay informed is to register for the Electronic You will find this registra-Newsletter on the county government website. The newstion box for the electronic newsletter on the home letter is an excellent source of current information about page of the Fayette County what is going on in your part of the county. website at: www.fayettecountyga.gov Best of all, it's FREE. All you have to do is input your email address and the county government will send you up-to-date information that you need to know to your email account. It's that simple! For more info, go to www.favettecountyga.gov, or contact Tameca White at: 770-305-5103

To register for the newsletter:

- 1. Go to <u>www.fayettecountyga.gov</u>
- 2. In the subscription box on the right side of the page, enter your email address.



After entering your email address click go and you will be redirected to this page:



On this page, you can choose which email topics you would like to receive.

The topics to chose from are:

- Parks and Recreation
- County Newsletter and Press Releases
- Rural Living
- Library Events
- Stormwater News
- Employment Opportunities

After choosing the topics you are interested in, click join and you will be added to the mailing list.

What We Have Done So Far

- We compiled a list of business in the rural areas to distribute the flyers.
- Next we determined a delivery route that would be easy to follow.
- Lastly, we took a day to deliver the flyers to each business on our list.

- We have also mailed letters to all the churches in our target area asking them if they would be willing to include an announcement in their Sunday bulletin. The announcement will read:
- "If you are a resident of unincorporated Fayette County, the local government wants to help you stay informed with a new email newsletter. The newsletter is an excellent source of current information about what is going on in the county. To register for the newsletter, please visit www.fayettecountyga.gov and look for the orange box to the right of the screen."

Feedback

 The goal of this project is to see an increase in the subscription of the email newsletter. This will lead to more rural citizens of Fayette County being informed of things that are happening within the County.

THANK YOU

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